

## Message Text

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PAGE 01 STATE 000753  
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/OIM/ANDEAN/VEICHER  
APPROVED BY EB/OCA/CM/JJREILLY  
COM/BIC/OIM/ANDEAN/TKBREWER  
COM/BIC/OIM/EM/CGENDREAU  
COM/BIC/OIM/AD/EM/EOOLSEN  
ARA/ECP/DLACEY  
ARA/ANDEAN/V/TKSONANDRES

-----041734Z 068925 /43

R 041644Z JAN 77  
FM SECSTATE WASHDC  
TO AMEMBASSY CARACAS

UNCLAS STATE 000753

E.O. 11652 N/A

TAGS: BEXP VE, AFSP

SUBJ: FY 1978 COUNTRY COMMERCIAL PROGRAM: VENEZUELA

REF: (A) CARACAS 5063, 5/5/76; (B) STATE 292335;  
(C) FY 77 CCP

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY-1978 CCP INPUTS SUBMITTED PER REF (A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM.

2. EXCEPT AS NOTED BELOW, WE JUDGE THAT THE PATTERN AND THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO CONSTITUTE AN OPTIMUM APPROACH TO EXPLOITING VIABLE MARKET OPPORTUNITIES  
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ON BEHALF OF U.S. INDUSTRY.

3. THE FY-78 SELL IN VENEZUELA CAMPAIGN INCLUDES TWO(2) TRADE FAIRS (GRAPHICS INDUSTRIES AND PLASTICS PRODUCTION) THAT DO NOT WARRANT MAJOR CAMPAIGN STATUS BUT WILL STILL REQUIRE POST INPUT. SUPPORT FOR THESE EXHIBITIONS SHOULD BE INCLUDED IN THE "TRADE PROMOTION EVENT SUPPORT (TPES)"

NARRATIVE.

4. USDOC WILL HAVE NEW CONSUMER GOODS AND ADVANCED BUSINESS EQUIPMENT MARKET RESEARCH. EMBASSY SHOULD CONSIDER BEST WAY TO UTILIZE THIS RESEARCH (FOREIGN BUYERS GROUP, EXHIBITION, ETC.) AND RECOMMEND THIS UTILIZATION INTO PES.

5. REF C INCLUDES CAMPAIGNS NOT MENTIONED IN REF A, I.E., (1) VISIT-USA, (2) PORT DEVELOPMENT, (3) ALUMINUM PRODUCTION, AND (4) FOOD PROCESSING AND PACKAGING. WE BELIEVE IMPORTANCE OF PROGRAM AND STATUS OF DEVELOPMENT OF THE FIRST TWO CAMPAIGNS MANDATE THEIR BEING CARRIED OVER INTO FY-78. THIRD CAMPAIGN COULD BE CARRIED OVER AND COULD BUILD UPON RESULTS OF FY-77 METALWORKING EXHIBITION. FOURTH CAMPAIGN SHOULD BE DROPPED.

6. REF A MENTIONS CAMPAIGNS FOR PRIVATE INDUSTRY AND AUTOMOTIVE EXPANSION PLANS. WE BELIEVE THESE SECTORS CAN BE INCORPORATED INTO AND BE ADEQUATELY COVERED BY OTHER CAMPAIGNS.

7. IN PLANNING ACTIVITIES FOR METALWORKING, TELECOMMUNICATIONS AND ENERGY SYSTEMS CAMPAIGNS, WE RECOMMEND EMBASSY MAXIMIZE SUPPORT OF AND FOLLOW-UP TO SCHEDULED TRADE FAIRS.

8. CONSIDERATION SHOULD BE GIVEN TO A SEPARATE CAMPAIGN FEATURING EQUIPMENT AND SERVICES FOR MINING SECTOR DUE UNCLASSIFIED

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TO PENDING DEVELOPMENT OF COAL RESERVES.

9; WE WOULD LIKE TO EMPHASIZE NEED FOR EMBASSY ADHERENCE TO INSTRUCTIONS IN DRAFTING FY-78 CCP. FINAL PRIORITIZATION OF CAMPAIGNS WILL OF COURSE DEPEND ON POST'S RESOURCES AND RECOMMENDATIONS AT TIME OF YOUR SUBMISSION OF FY-78 PROGRAM.  
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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009